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MISSOURI
HOUSE OF REPRESENTATIVES
JEFFERSON CITY 65101

January 12, 1987

COMMITTEES:

Chairman:
Tourism

Member:
State-Parks
Agri-Business
Consumer Protection
Social Service and Medicaid

Chairman:
Sub-Committee on Social Services
Interim Committee on
Jet Boats and Canoes
Interim Committee on
Arts and Tourism


The Honorable Bob Griffin
House Speaker
State Capitol, Room 308
Jefferson City, MO 65101

Dear Mr. Speaker:

We, the members of the Interim Committee on Arts and Tourism held a series of hearings across the state to receive testimony on ways to increase the promotion of arts and tourism. Beginning in Springfield; moving on to St. Louis and Kansas City; and finally ending up in Jefferson City, the Committee received valuable testimony and written materials from art patrons, tourism supporters and other interested citizens. With this testimony (summary attached), along with research and other fact-finding methods, the Committee would like to fulfill its mission by making the enclosed recommendations on how the state could increase its promotions of arts and tourism.

Thank you for the pleasure of serving on this committee. The process was a good one and we feel our recommendations, are fair, complete and workable. If further explanation of our recommendations is needed or if you desire our expertise in any other capacity, simply let us know.

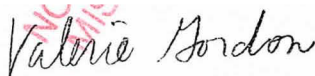
Sincerely,


Representative Fred Lynn, Chairman


Representative Carole Roper Park


Representative James "Jay" Russell


Representative Rex Wyrick


Valerie Gordon

"The Welfare of the People Shall Be the Supreme Law"

RECOMMENDATIONS

HOUSE INTERIM COMMITTEE ON ARTS AND TOURISM

We recommend:

1. That the Division of Tourism complete its negotiations with a computer company to provide a total state-wide system at no cost to the state.
2. That a House Oversight Committee on Arts and Tourism be created to review the types of information slated to be included on the computer system once the contract has been awarded.
 - A. The committee feels it's important that current and seasonal information on the Arts, Recreation, Historic places and cultural events has top priority and top billing on the computer.
 - B. It's also paramount that only non-profit, tax-supported, public events, organizations and activities are included on the system for free; and that all others pay an annual fee for space on the computer.
3. That the Division of Tourism be directed to explore the use of public access channels on cable television for the purpose of publicizing tourism and arts attractions to visitors who may view the channels in their hotel rooms.
4. That the Division of Tourism work closer with arts organizations in promoting the state's arts and tourist attractions.
 - A. Quarterly or periodic luncheons, meetings, etc. should be held to foster dialogue between the arts community and the tourism sector.
 - B. The Division should also increase the amount of space allotted to the arts in its newsletters, brochures and all publications.
5. That all arts organizations be encouraged to work closer with the Division of Tourism.
 - A. Both small and large arts groups should increase their notification of events to the Division of Tourism.
6. That in light of potential reduced contributions resulting from the new federal tax reform act; and in view of the fact that tourism is our second largest industry; that the state substantially increase its appropriations to the arts and tourism.

HOUSE INTERIM COMMITTEE ON ARTS AND TOURISM

TESTIMONY FROM THE HEARING IN SPRINGFIELD (Oct.6,1986)

Peter McMahon, Executive Director, Springfield Visitors and Convention Bureau

- in favor of a state-wide computer system, but had the following reservations: if it was too attractive might appeal to children and the local citizens, thereby defeating the purpose of the computer's use by visitors. He suggested two ways to combat the problem:
 1. do not include the trivia questions as some other states have.
 2. Have some one there to staff the computer full-time.
- He was also concerned with the duplication of the same activities.

Ray Canady, Vice President of Marketing in Silver Dollar City

- felt the need for more cooperation between the arts and tourism, but was concerned about spending huge amounts of money for computers to be used by people who were already here.
- also concerned that there was a big misconception about the Ozarks area: "Everyone thinks we're a bunch of hillbillies", he said.

Charles Bontragger, Conductor of the Springfield Symphony

- Springfield area's image needed to be improved.
- computers in the airports and the convention centers would not be enough; a lot of visitors would still not be aware of the state's tourist attractions.
- suggests a combination of efforts, such as printed materials left in hotel rooms or tote boards, etc.

James Livingston, Past President of the Mo. Citizens for the Arts

- concerned about the cost of the computer system. He did not want to see the money spent on computers offset the appropriations to the arts.
- estimated that last year the arts generated about 4.5 million dollars to the state.
- voiced a concern that since the average airport travelers were businesspeople, he's not sure that the computers would be utilized in the airports.

Robert Gillmore, Director of the Southwest Missouri University Center

- liked the idea of the computers, but said all forms of communication should be used. He added that tourism is many things -- history also attracts people.

Terry Brown, Director of the Chameleon Puppet Theatre

- said that since theirs was a small organization they rely heavily on the local media.
- in favor of a computer system and wouldn't mind paying an annual rate of \$25 or \$50 to be included on the system.

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TESTIMONY FROM THE 2:00PM* HEARING IN ST. LOUIS (Nov.17, 1986)

Wally Weil, Executive Director of the Missouri Arts Council

- education should include a joint conference between arts and tourism so that marketing plans could be developed.
- drawback to the computer system: it would not bring tourists here for the arts for the first time; they're only good for tourism, once the people are here.

Mary Sutter, Exec. Director of the Mo. Citizens for the Arts

- represents 500 arts organizations across the state
- need more dialogue between the arts and tourism
- local Chambers of Commerce should include an Arts professional on staff or in an advisory capacity
- Missouri arts month in February should be promoted by tourism
- arts managers should seek a place in hotels
- computers should only be one of several aspects of marketing the arts and tourism
- funding is the main reservation about the computer system

Tony Moran, Director of the St. Louis Chapter of Young Audiences

- there are opportunities for combining arts and tourism, i.e. performances in the Union Station.

Lee Fox, Manager of Publications for the Mo. Botanical Gardens

- wants to expand advertising: "art patrons are an ideal target for tourism promotions"
- need to do more regional advertising and establish a network of centralized directories

Chris Bartell, Welcome Center Services, Inc.

- they operate an airport welcome center and could do so for the state at NO COST to the state
- a welcome center is two displays: on one, nationwide hotels and restaurants advertise for a monthly fee and on the second one is the computer and printer for the state's tourist and art attractions. (passed around a graphic of the center)
- would start off by putting a center in each of the state's information centers. Would also provide a toll-free 800 number for people to call with updated information.

Dave Van Bakergem, Washington University Urban Research Center

- cultural and arts activities are linked to economic development and education.
- recommend that any computer system include full color photography and motion with sound.
- suggested that the state utilize the cable's public access channel for updates
- tourism could enter a cooperative interstate agreement with the eight surrounding states.

Dianne Whitager, Director of the Florrisant Chapter of the Arts

- suggested that the computers not be put in the airport
- the computers must include small organizations

Marjorie Benders, Director of the Division of Tourism

- wants to work closer with arts organizations; sent out 4,000 announcements to the Governor's conference on tourism. She suggested that the smaller arts groups work closer with their local chambers of commerce.
- met with 6 or 7 computer companies that could provide a system at no cost to the state, but none of them submitted a bid
- suggests that the computers start out in the tourist centers and that her division monitor the results.
- from Dec. 1-5 the Tourism Road Show will be going to the 8 tourist regions.

TESTIMONY FROM THE 7:30PM* HEARING IN ST. LOUIS (Nov. 17,1986)

Richard Teneau and Melvin Watkins, Florrisant Fine Arts Council
and the Hawthorne Theatres

- in favor of the computer system
- can't afford to disseminate information to the general public
so some kind of cooperative advertising needs to be explored.
- smaller organizations must be included on the system.

Katherine Orloff and Margie Lazarus, Junior League Arts Cultural
Tourism Subcommittee

- primariially here to gather information
- working on the possibilty of distributing an arts and tourism
directory
- in favor of a computer system

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TESTIMONY FROM THE 2:00PM* HEARING IN KANSAS CITY (Nov. 24, 1986)

Barbara Potts, Mayor of Independence, Mo.

- encourages the Division of Tourism to promote all
publicly-owned attractions or sites in the state
- wants more interrelatedness between arts and tourism and the
park department and the tourism division.

Dr. Patricia McIlraft, a founder of the Reperatory Theatre
She suggests the following:

- expand the tourism season to include the winter months
- establish a toll-free tourism hot-line
- print and distribute an arts calendar or brochure
- run closed circuit tvs in hotel on tourist and art events
- put up highway signs for cultural attractions

Daniel Cofran, former Director of the Kansas City Consensus

- passed out a handout that explains proposed legislation that

would allow the five core counties bordering Missouri and Kansas to levy between an 1/8th to 1/4th of a penny sales tax to improve established tourist and arts attractions such as the Kansas City zoo..

- supported the computer system
- also suggested that the state find a way to plug into private sector publications

Marlene Nagle, Community Development Director of the Mid-America Regional Council

- passed out a book, "Arts of the Hearts" and said its purpose is to inform residents of the arts in the Kansas City area.
- favored the computer

Charlotte Plotsky, Representative of the Acts Institute

- suggested cultural activities such as music festivals and Shakespeare in the state parks.

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TESTIMONY FROM THE 7:30PM* HEARING IN KANSAS CITY (Nov.24, 1986)

Carl Degan, Vice President of the Missouri Restaurant Association

- advocated for a uniformed school opening date
- supported the computer system

Ann Leach, Represented the Folly Theatre and The Theatre League

- recommended coop. advertising with hotels, restaurants and tour packages;
- the use of artists in tourism advertisements
- giving away of discounts or free tickets
- continuing to include arts in the fun calendar
- arts sharing the costs of brochures with the Division of Tourism

Jeff Elsea, Westin, Missouri

- illustrated how promoting tourist and historic attractions aided the economic redevelopment of his city.
- supported the computer system and the tourist centers continued dissemination of information

Mary Brock, St. Joseph Allied Arts Council

- Arts in St. Joseph is about a 1/2 million dollar industry and they served an estimated \$60,000 people last year.
- supports the computers and the fun calendar as long as the not-for-profits don't have to pay for it
- suggests that arts people attend tourism meetings and that they work with their local Chambers of Commerce

Jerry Snyder, Kansas City Performing Arts Network

- encouraged dialogue between the hotels, motels, restaurants and arts people as sponsored by the Division of Tourism
- suggested that computers be placed in the hotels.

Darian Ford, IBM Marketing Representative

- made a presentation of an IBM PC Info-window and explained its applicability to the computer needs of the Tourism Division. The system has full photography, motion and a touch screen. Operates with a laser disc and carries an estimated cost of \$12,000 per unit.

Ray Speckman, Camp Bagnell Owner

- wants to preserve that which is unique to the Ozarks; concerned about marketing "schlock" products made in Korea, but sold as craft.
- in favor of combining promotions for the arts and tourism -- adding a three-act play to the activities of the Great Osage River Race is a good example. It's four days over Labor Day 1987 with the proceeds going to the Ronald McDonald House.
- also concerned about frivolous lawsuits: a woman was killed in a boating accident two-hours after an event last year but the family is suing the Lodge of the Four Seasons
- wants everyone across the state to work together. (6 people was with him but declined to testify)

Helen McNally, Greater Lake Area Arts Council

- wants to see arts and tourism work closer together; a good example is their bringing the St. Louis Symphony to the Lake of the Ozarks

J.B. Anderson, Lake of the Ozarks Performing Arts Guild

- in favor of the computer system
- attracted over 2,500 people in five nights for "My Fair Lady"

Linda Kupp, Local Arts Council in Columbia

- wants a task force of arts and tourism people to determine how a partnership could be formed
- not in favor of a computer system: "diagnosing a prescription before knowing the disease"

Bill Bondeson, UMC faculty and art patron

- increase the support of both the arts and tourism because he recognizes the impact between them and economic development.
- computer is not the best vehicle for promotions: "we shouldn't worship at the alter of high technology, but at the alter of high quality"
- grateful to the legislature for its support of the arts council